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UNITED STATES DEPARTMENT OF AGRICULTURE
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HOMEMAKERS' CHAT WEDNESDAY, Sept. 27, 1939

(FOR BROADCAST USE ONLY)

SUBJECT: "COTTONS FOR COLD WEATHER." Information from the Bureau of Home Economics, U. S. D. A.

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Up to this year cottons have been mostly fabrics for warm weather. Always before when fall came around, the shops put away most of their cotton materials. But this year the story is different. They're featuring cotton for cold weather.

The cotton fabrics taking most important places in the fashion picture right now are velvets, velveteens and corduroys. Some new washable raincoats are of firmly woven cotton treated to resist moisture. Good old cotton flannel has come back, too. If you want your lingerie to be tops in style, you'll have some cotton flannel nightgowns such as Grandma used to wear. And you'll have a handsome bathrobe or housecoat of washable cotton chenille.

Of course, the soft, firmly woven cottons like chambray are favorites for young children's clothes this season as in every other season. And cotton blouses with corduroy suits remain the classic outfit for the school boy.

Aside from style, cottons have certain definite advantages in today's winter wardrobe. So many homes, offices and schoolrooms today are kept at summer temperature even on coldest winter days that heavy warm clothes are uncomfortable. In rooms where the temperature is around 70 cotton corduroy or velveteen clothes are more comfortable. So the fact that cottons aren't too warm is one advantage. Another is that many of them are washable. A third advantage is that most of them are reasonable in price.

You may be interested to hear how cotton velvets and velveteens fit into

the wardrobe this year. The new cotton velvets are soft but firmly woven fabrics. They come in shades of rich red, green, blue, brown and black and they make beautiful winter evening dresses, afternoon dresses and evening coats or dressy suits.

The less expensive velveteens make very nice best or party dresses for girls in their teens. But the big use for velveteens this year is in sports outfits. You can now buy velveteen not only in plain colors but also in checks and stripes and plaids. Striped velveteen is very attractive in bias skirts for sports outfits. Some of the new fall dresses combine cotton velveteen with light-weight wool. Some have velveteen sleeves on a wool dress of the same color.

Velveteen and corduroy both are favorites for the new sports coats so popular with college and high school girls. These box coats cut straight and loose come just down to the fingertips. Many of them have a warm interlining and a sateen lining.

That old favorite, the jumper dress, is back on the scene this year in corduroy. It's still a most becoming style not only for the young school girl but also for the girl in her teens. It's easy to make, and easy to wear, and doesn't get monotonous because you wear different blouses with it.

Most of these fashionable velvety cotton fabrics will wash. That's a boon to the budget and very convenient besides. Use mild suds and lukewarm water. Rinse thoroughly. Dry the garment out in a bath towel to absorb excess moisture. Then hang it on a hanger to dry. Just before it is almost but not quite dry, brush the surface with the nap to fluff up the fabric. The good-looking cotton chenille now selling for bathrobes you can wash and then brush up the surface.

The new shower-proof cotton fabric for raincoats will stand 7 or 8 washings or dry cleanings. This is more satisfactory for raincoats than rubberized material because it does not cause the person inside to perspire.

Another inexpensive and very attractive new fabric is a quilted cotton print for bathrobes, pajama coats, and sports jackets. It is reversable -- different color on either side.

Cotton flannel is stepping out in prints and pastel colors this year for winter night gowns. As always it is a warm, washable and inexpensive fabric.

The reason corduroy suits have been popular for school boys for so many years is that they are inexpensive, give good wear, and wash well. To be sure you are making a good buy in a corduroy suit, look for a tag that guarantees the suit to wash well. Then look underneath to see how firmly the fabric is woven. Mothers sometimes think that if a corduroy suit feels heavy and stiff, it will wear longer. This is a mistake. The corduroy that wears well and is comfortable has a firm weave but may be fairly soft. You will rarely find guarantees against loss of color or shrinkage on corduroy suits. But long experience proves them pretty satisfactory. Mothers have been washing their son's suits for many years and they're still buying corduroys.

That's about all the clothing news for today. It's just a reminder that cotton fabrics, new and old, are very much in style this fall. And they have the added advantage of washing well, wearing well, being comfortable to wear, and easy on the pocketbook.

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